

Message Text

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SUBJ: EASTERN EUROPEAN ECONOMIC/COMMERCIAL OFFICERS CONFERENCE

REF: STATE 257487

1. EMBASSY NOMINATES COMMERCIAL OFFICER F. BREENE BACHMANN AND ECONOMIC OFFICER DONALD B. KURSCH TO ATTEND ECONOMIC/COMMERCIAL OFFICERS' CONFERENCE IN BERLIN ON FEB 25-28.

2. AS POSSIBLE DISCUSSION ITEMS AT CONFERENCE, SUGGEST THE FOLLOWING:

A. APPLICABILITY OF DEPT OF COMMERCE PROMOTION TECHNIQUES TO SOCIALIST COUNTRIES (TRADE OPPORTUNITY PROGRAM, FOREIGN BUYER PROGRAM).

B. COMPARISON BY PARTICIPATING POSTS OF RESULTS OF TRADE FAIR PARTICIPATION AND TRADE MISSIONS). WHICH TYPES OF EXHIBITS AND MISSIONS HAVE BEEN MOST/LEAST SUCCESSFUL AND WHY.

C. ALTERNATIVES TO EXIM FINANCING (PREFERABLY PRESENTED BY A KNOWLEDGEABLE U.S.-BASED BANKER).

D. EXPORT CONTROL -- A THOROUGH EXAMINATION OF CURRENT U.S. POLICY ON THE SUBJECT, EXPECTED FUTURE TRENDS AND THE MECHANICS OF THE LICENSING PROCEDURE.

E. COOPERATION VENTURES -- WHAT POSSIBILITIES DO THESE OFFER FOR AMERICAN COMPANIES? HOW VIGOROUSLY

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SHOULD WE ENCOURAGE SUCH VENTURES IN OUR PROMOTION EFFORTS?

(REMAKRS BY ONE OR TWO EXPERT BUSINESSMEN ON THIS SUBJECT
WOULD BE ENLIGHTENING.)

F. END-USER ACCESS -- HOW MUCH EMPHASIS SHOULD BE
GIVEN TO END-USER CONTACTS IN COMMERCIAL PROMOTION EFFORTS?
(SUGGEST POSTS COMPARE EXPERIENCES.)

G. THE MEDIUM-TERM ECONOMIC OUTLOOK FOR EASTERN
EUROPE AND USSR AS SEEN FROM WASHINGTON -- AN EXPERT
ASSESSMENT OF AREA'S ECONOMIC PROSPECTS COVERING ITEMS
SUCH AS GROWTH POTENTIAL, BALANCE OF TRADE AND BALANCE OF
PAYMENT SITUATIONS, THE EFFECTS OF PROPOSED EFFORTS FOR
GREATER CEMA INTEGRATION AND THE CAPACITY OF INDIVIDUAL
COUNTRIES TO CONTRACT ADDITIONAL DEBT. WHAT IMPLICATIONS
WILL THESE FACTORS HAVE FOR OUR COMMERCIAL PROGRAMS IN
THE AREA?
PEDERSEN

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